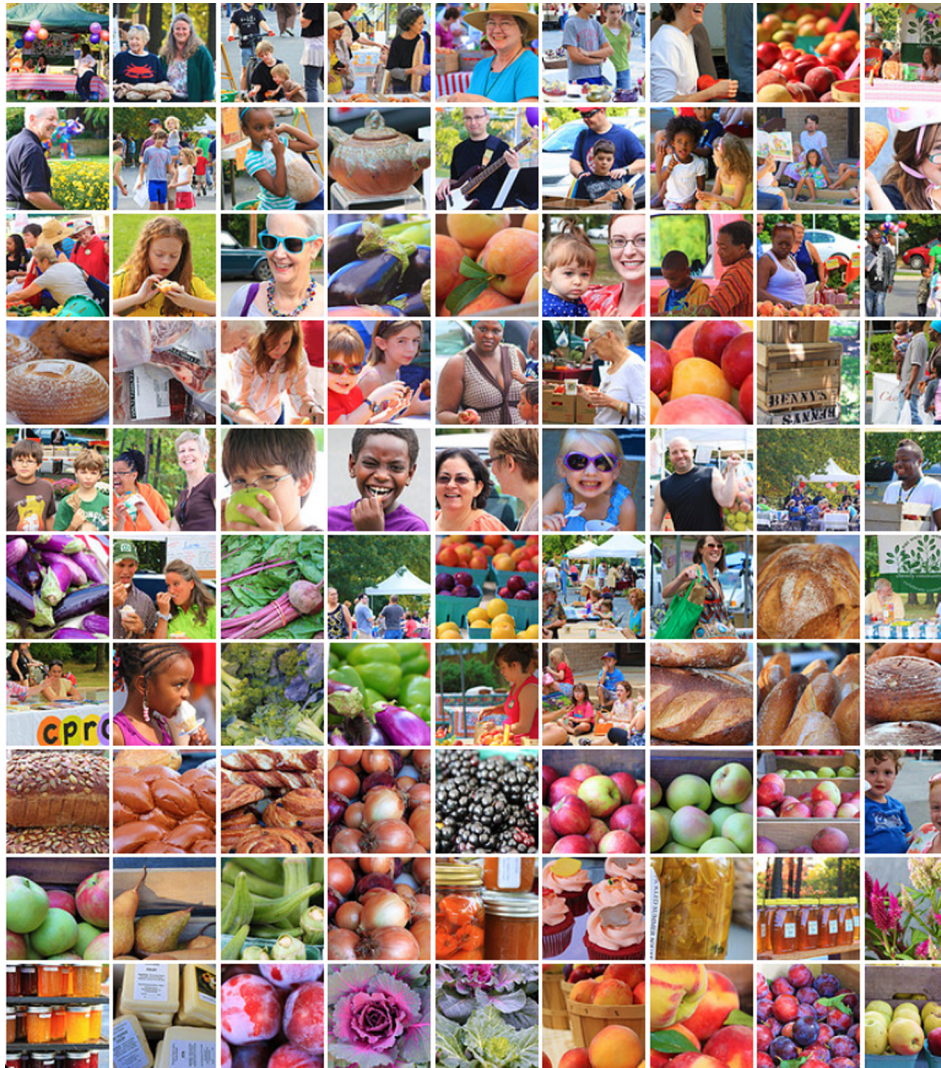




Cheverly Community Market is truly a bootstraps organization – no budget forced us to be creative about the ways we promote the Market – and our vendors. This turned out to be a blessing in disguise. At first, it was a challenge to get everyone on board with this idea – the reach of social media and the effectiveness of online outreach can be hard to measure. It took years for everyone to understand the importance of social media outreach and consistent branding. We started to hear from other markets (and conferences) about the success of what we were doing, and that helped to confirm to those invested in Cheverly Community Market that we're on the right path.

1. **Brand** Importance of a consistent brand and voice can't be overstated – you want to be immediately recognizable.
  - a. Equally important to be honest in your promotion – one of the things we hear from customers and vendors is that the Market we present online and in our materials really is the Market in practice. It makes a big difference, so figure out what *you* are, show it, and sell it!
  - b. It's also important to be careful and consistent in your writing style – *always edit and proofread!* Compare examples of your writing and make sure it's all in one identifiable voice.
2. **Unique Promotion Opportunity -- Wineries**
  - a. Cheverly Community Market was the first farmer's market in Maryland to regularly host local wineries, and we were active in promoting legislation that opened this opportunity to more markets
  - b. We continue to host one winery per market, with two wineries joining us at each of our annual Thanksgiving and Holiday markets
  - c. Looking at expanding into local craft beers
3. **Photography** – a central selling point at Cheverly Community Market --we are known for our photography
  - a. Mix of product shots and customer/vendor/event shots – establishes what can be expected when customers visit your market or vendors want to apply. Again, it's important to portray crowds, etc. honestly.
  - b. Competitions & sharing photos with farm organizations, etc. for promotion
  - c. Important to maintain ownership/copyright of your work and establish who controls photos (Market or photographer)
4. **Print Materials**
  - a. Date cards (English and Spanish language)
  - b. Stickers
  - c. Yard signs
  - d. We don't buy advertising in magazines, etc. Print media is expensive and quickly becomes old information.





*A sample of over 9,000 images posted on flickr since 2008. What you see here is absolutely what you see when you visit Cheverly Community Market.*

#### 5. **Website/Blog/Social Media – Virtual Promotion**

The world of online communications and myriad social media opportunities can seem daunting. It does take a lot of work and it's necessary to develop new skills but the pay off – increased name recognition, ever-expanding customer base, more focused attention – is great. We live in an online world, whether or not we want to, and so do our customers. We offer them multiple ways to interact with us every day. How does it work?

- a. **Website ([www.cheverlycommunitymarket.blogspot.com](http://www.cheverlycommunitymarket.blogspot.com))** is more established, fewer updates throughout the season (though we do refresh photography and information on the front page after every market)
  - i. Includes FAQ, Vendor info & materials, support opportunities, and link to the blog
- b. **Blog ([www.cheverlycommunitymarket.blogspot.com](http://www.cheverlycommunitymarket.blogspot.com))** is more fluid – includes vendor updates, stories, thanks and a roundup after every market; will include more personality pieces on vendors and market personalities this season
- c. **Social Media** – important to understand the different purposes and opportunities in each. We encourage our vendors to participate in social media, too, and we find that it's paying off for those who do -- this seems more like the explanation for why we use social media than its own category
  - i. Facebook is a longer conversation; Twitter is really short commentary – still important to maintain your consistent, unique voice.
  - ii. Important in all social media to update frequently – fresh content is key

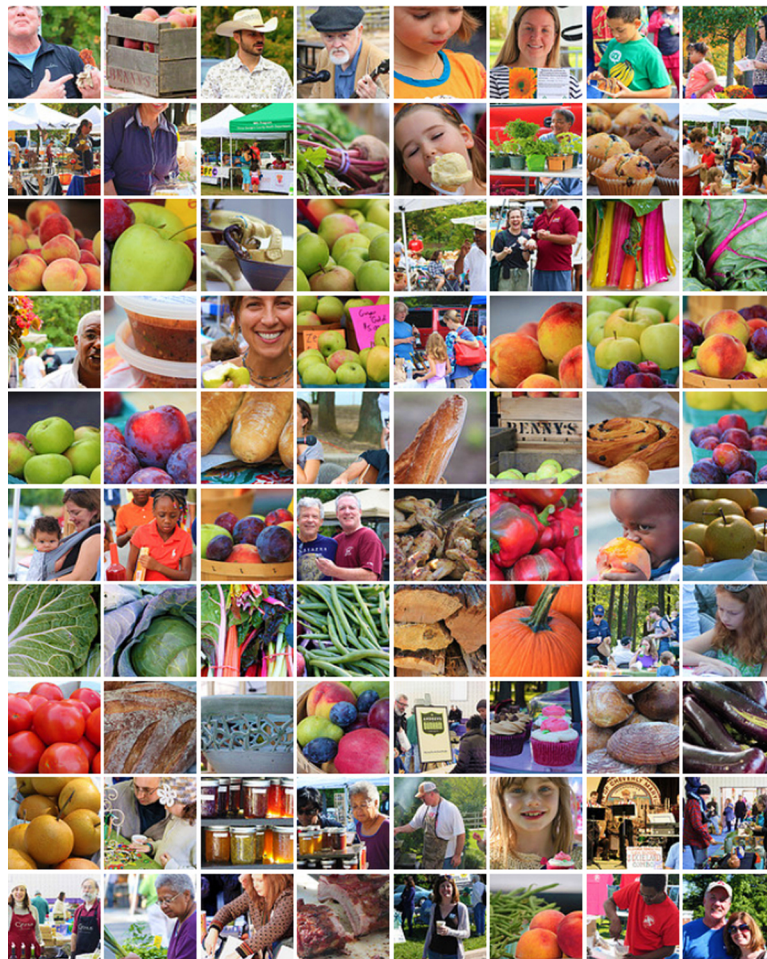
- d. **Facebook ([www.facebook.com/pages/Cheverly-Community-Market/341178705916835](http://www.facebook.com/pages/Cheverly-Community-Market/341178705916835) - fan) ([www.facebook.com/groups/58472818181/-community](http://www.facebook.com/groups/58472818181/-community))**
  - i. Vendor updates
  - ii. Market news
  - iii. Links to articles, recipes, etc.
  - iv. Live entries from the Market
  - v. Links to blog stories
- e. **Twitter ([www.twitter.com/CheverlyMarket](http://www.twitter.com/CheverlyMarket))**
  - i. Links to blog pieces
  - ii. Retweets of pertinent local food stories, recipes
  - iii. Interaction with local food venues, suppliers, organizations, and the public
- f. **Foursquare & Yelp** – when people check in, they're increasing your online presence
- g. **Local listservs and community blogs**, inclusion in monthly town newsletter
  - i. We actively contribute to local blogs and listservs – and we monitor them for pertinent news/stories – important interaction tools in our community
- h. **Flickr ([www.flickr.com/groups/cheverlycommunitymarket/](http://www.flickr.com/groups/cheverlycommunitymarket/)):**
  - i. Expand name recognition through photo groups
  - ii. Post photos as quickly as possible following each event (we average 300 photos posted out of 700 taken each market) and make content available for everyone to see – people revisit the market throughout the week and in the off-season, keeping us top-of-mid
- i. **Pinterest (<http://pinterest.com/cheverlymarket/>)**
  - i. We highlight recipes that feature ingredients available at the Market, thought pieces, vendor websites, other markets and blogs, cooking tips and techniques from all over the web and update daily.
  - ii. Focus on holiday-specific recipes and techniques

***So...does it work? REPRESENTATIVE STATS – October-December 2012***

- Website (9/1-10/1)
  - 178 visits; 145 unique visitors
  - 81.46% new; 18.54% returning
  - 772 page views
- Twitter
  - 105 followers
  - Some vendors have started to retweet and follow; as well as some larger area press outlets
- Blog
  - Unique hits in August: 2,667 views
  - Average 35-40 views per day
- Facebook Page (note: group page stats not available):
  - 9/5-9/11: 937 views; 9/20-9/26 455 views
  - reach averages 75-85 per day
- Currently 8,496 photos on our flickr account; 328 contributed to America's Favorite Farmer's Markets page
- Website (11/3-12/3)
  - 259 visits
  - 67.95% new; 32.05% returning
  - 1284 page views
  - (Compare with 10/3-11/3: 360 visits, 1739 page views)
- Twitter:
  - 129 followers (compared to 105 in October)
  - Some vendors have started to retweet and follow; as well as some larger area press outlets
- Blog
  - Unique hits in October 3,685 (Compare to August: 2,667 views)
  - Average 150 daily (compare to 35-40 views per day in August)
  - Largest referring URLs are Facebook and our website
- Facebook Page (note: group page stats not available):
  - 11/12-18: 965 views
  - total reach is down 34% because of new Facebook policies, but "Talking About" stats (engagement) is up over 15%
  - largest segment is ages 35-44 (68.3% of female audience and 29.2% of males are within this range)



- area continues to skew to Cheverly and DC, but more views from outlying areas of the region
    - 127 members of group page; 113 members of fan page
  - Flickr Currently 9,195 photos on our account; 328 contributed to America's Favorite Farmer's Markets page – we are the top contributor to their page
  - Pinterest: 57 followers; over 1500 recipes highlighting ingredients available from our vendors pinned, plus hundreds of pins on techniques, vendors, etc. Will continue to expand in off-season.
6. **Growing the Market – Future Promotion** -- always looking for new ways to promote and embrace more media
- a. Improving vendor signage and suggesting ideas for more effective display techniques (currently preparing .pdf with expert advice, which will be available for vendors on our website)
  - b. Thinking about new, creative ways to use QR (quick read) codes
  - c. Important to continue to expand social media use – and opportunities to get your name out.
    - i. Tumblr, Instagram, Foodspotting, Hipstamatic
  - d. Video – we've mastered the still picture, would like to bring the market to life online.
    - i. Thinking about very short Vine movies – these would be product-driven



*Cheverly Community Market Operations Manager Liz O'Leary and Communications Manager Kathryn Andrews were friends long before they began working together. Kathryn, a freelance designer, artist and photographer, has, except for one season, been with the Market from its start. Liz, an interior designer, was very successful in her first year as Manager in 2012. Both are very active in community organizations and are looking forward to many good things in the 2013 season.*